STAYING CONNECTED WITH

caerusnet®

Creating business opportunities through referrals.
CaerusNet Worldwide, LLC was founded in 2008 by social entrepreneur, Steven Zyskowski, as an expression of his desire to create the best referral group system ever built, competing head-to-head with nationally known Member-Ran brands that have been in existence for decades.

The Michigan-based company’s vision is to make referral passing groups both fun and profitable for its Members by using a unique, proven and licensable Facilitated referral team model.

Every CaerusNet team is run by a Facilitator who has licensed use of the CaerusNet Referral Team System. With instant, ongoing access to the CaerusNet copyrighted materials and know-how, the Facilitator runs the meetings, delivers education to the team to help them Master the Art of Referrals, sets the meeting agenda and follows up with visitors. The Members are asked to learn how to consistently pass referrals and invite other professionals to visit the team.

The Facilitator & the Members are partners in the success of their team. Members are never asked to be officers, chair special committees or attend additional required training.

Thinking of Facilitating your own referral team or know of a great networker who could be a good fit? CaerusNet is looking to expand into new markets! Ask your Facilitator for more information.
If your business is like most, it depends on word-of-mouth referrals. Belonging to a facilitated referral team, like the ones pioneered at CaerusNet, can help you develop new business from sources that can be profitable now and for years to come. In fact, most experts agree that being a part of an active referral passing team is essential to local business professionals.

Being a Member of a local CaerusNet facilitated small business referral team is a wise investment of precious face-to-face marketing time. In fact, our Members have benefited by the tens of thousands of referrals the CaerusNet system has helped produce to date and we’re just getting started.

For small business owners and professionals to thrive in today’s economy, they must market their businesses smarter than ever and secure new customers. There is no single, more effective way to obtain new clients than by belonging to a strong referral network like CaerusNet.

We ask all new Members to make a 12-month mental commitment to being on a team. There’s an element of farming (planting seeds) and learning how to achieve a referral mindset that is paramount to every Member’s success. This isn’t a get rich quick scheme. This is a way of life we are learning, and it requires an investment of the right amount of time and energy.
TOOLBOX FOCUS:
THE MEMBER MINUTE

CaerusNet members who invest time and energy to create a compelling Member Minute will come away from the experience with increased confidence, a boost in energy, and most importantly, more referrals.

There are five basic components to giving an effective Member Minute. They include giving the following: your name, the name of your company, the “gotcha,” the body of the minute and the wrap.

Practice ahead of time to be sure your minute doesn’t go over the 60-second time limit. Be sure to stand up when it’s your turn to Minute and project your voice with confidence.

A NAME TO REMEMBER

Start by stating either the name of your company or your own name. It usually takes a moment or two before people really start listening attentively and they’re more apt to hear the second thing you say. So, say the least important name first.

THE “GOTCHA”

This is where members have an opportunity to say something catchy and memorable. For example, a roofer may say, “I’m in the business of removing blue tarps from roofs, so if you see one—please think of me.” A mortgage broker may say they’re in the business of “giving people raises” by lowering their payments through refinancing. A good “gotcha” gets people interested in hearing what you have to say as you move to the body of your Minute.
THE BODY OF THE MINUTE

The body of a great Member Minute should address problems **you and your company solve for your customers** and the specific solutions you use to fix them. Describe the process of doing business with you. Feel free to take creative license during your Minute as this is the **one chance you have every week to make an impression**. Many members also use the body of the Minute to describe specific client success stories or to offer professional advice.

THE WRAP

This is where you have an opportunity to motivate your referral team to take action. Tell them how they can gain access to your products or service.

Name the **benefits** of your product or service and tell why you’re the **most qualified** person to help. Be sure to **repeat your name** and **company name** to remind members and visitors of who you are. In addition, a **great memory hook** will also leave a **lasting impression**. For example, an appraiser might say, “If it’s stuck to the Earth, I’ll tell you what it’s worth.” An investment advisor might say, “If you want to invest, let me do the rest.” A mover might finish their Member Minute with, “Your friends don’t want to move you—but I do!”

ADDITIONAL TIPS:

- **Practice, repeat and memorize** your Member Minute. Members will **respect** a well done Minute and you’ll gain their **trust**. Once you have one you like, repeat that Member Minute for months at a time before mixing it up. The average person has to hear something eight times before they really hear it the first time. Repetition really is the mother of all learning.

- Ask others to give you **honest feedback**.

- **Don’t talk in jargon** or technical terms—address the group **using simple, easy-to-understand language**.

- Talk about **why you do** what you do for a living—your **purpose, cause or passion**.
MASTERING THE ART OF REFERRALS

Professionals who incorporate the following best practices into their daily work routine will increase their effectiveness in generating referrals. Equally beneficial is knowing how to follow up on referrals—given and received—and how to properly complete an Opportunity Slip.

BUSINESS CARD BINDER. Having your CaerusNet Business Card Binder within reach at all times is essential. Why? Because it serves as a conscious, visual reminder for you to “market” the members of your team while adding extra value to your client interactions.
SMART PHONE ALERT:

Don’t forget about the online Member Directory. It is a listing of all CaerusNet Members by location. Just access www.caerusnet.com by smartphone.

REFERRAL GIVING TIP. Be sure to let your clients, friends and family know you are a Member of CaerusNet, a high-quality business referral organization. When the time is right, show them your Binder or team directory on your smart phone. Pay attention to a particular card or cards someone takes or seems to be thinking about taking, and engage them in cordial conversation. These actions will surely lead to plenty of referral opportunities.

EVERYDAY OPPORTUNITIES.

A true Referral Guru would use the following phrase in their referral generating quest ... “Mrs. Smith, while you’re waiting for me to write up your estimate (clean your carpet, set up my equipment, etc.), I invite you to look through my personal business card directory of trusted referral partners—people I personally know in different professions.

If you have a need coming up in the next 1-6 months that one of my referral partners can help you with, I’d be happy to introduce you.” Once a client has reviewed the binder, create a conversation about any of the cards they’ve taken. Say, “Mrs. Smith, I noticed you took a business card for the chiropractor. Is that for you or someone else?”

A small effort on your part to create additional conversations with your clients will help you in your crusade for referrals. With family and friends—simply tell them that if they ever find themselves ready to buy a product or service from a cold caller or flyer, or if they see themselves heading to the phone book to stop in their tracks, and please call you. Chances are, you know a professional that can help them and you’d love to help connect them to the right person who will care about doing the job right.
REFERRAL RECEIVING

It’s a great feeling to receive a referral. Referrals represent trust, which, in turn, must be earned. Follow up on your referrals promptly! This sounds like a no-brainer, but the worst thing a person could is to drop the ball after another member has worked hard to create an opportunity for them. Finally, always follow up with the person who gave you the referral. Always say, “Thank you! for the referral,” and then let the referral giver know what the outcome of that referral was (active, sale or dead).

OPPORTUNITY SLIP TIPS

• Print neatly and press hard so your writing transfers through all four paper slips.
• Try to complete 100% of the slip, if possible, with important contact information.
• Don’t pass a referral unless it’s really warm. A warm referral is an opportunity for another Member to sell their product or service to someone in need. “Let’s have a lunch,” or “Let’s schedule a trust builder meeting,” is NOT a referral.
• Keep copies of passed and received slips for follow-up and record-keeping purposes.
• Referral To-Dos: Should you have an idea for a referral during a member’s Member Minute, start completing a slip as if you were making the referral on the spot. Then, follow up and pass the referral when the time is right.

Referrals represent TRUST.

Visit www.caerusnet.com and click on Toolbox Videos for more tips and techniques on Mastering the Art of Referring!
TRUST BUILDER MEETINGS (TBM)

One of the most important best practices that successful Members share is continually conducting Trust Builder Meetings with other Members of their referral team on a regular basis. Members appreciate the one-on-one time and it deepens relationships allowing for referrals to flow. Don’t underestimate the value of TBMs. Here’s a magic formula to help guide your trust building meetings:

If you really want to build trust, follow up your trust builder meeting with a warm referral to the Member. Nothing makes a person want to reciprocate more than a warm referral!

THE TRUST BUILDER MEETING THAT BUILDS TRUST

TALK PERSONALLY AND PROFESSIONALLY.
Share personal tidbits (married, family, kids, where you grew up, favorite hobbies, etc.) and professional tidbits like how you got into your business. What are your professional goals?

REFERRALS. Talk about the last few referrals you received (from the team or from a client and/or advocate).—Tell what were the situations and how did you help? Share a TRIGGER or two that may help your team mate remember you.

UNDERSTAND. Do you really understand the “how to” refer to each other? Do you really understand the other person’s niche or differentiator — how they’re different from the competition?

SYNERGY. Are there areas where ongoing referring could take place? Do you know similar type clients where regular introductions to each other are appropriate?

TO-DO’S. Walk away from TBMs with at least one thing To-Do for each other, whether it’s sharing each other’s information on social media websites or introductions to other contacts you think could be good referral partners. And of course — a referral to a friend, coworker or client would be ideal!
INVITING VISITORS & BEING A TEAM ADVOCATE

SECURE YOUR INVESTMENT OF TIME BY HELPING YOUR TEAM GROW AND STAY BUSY

CaerusNet members who invest their time and energy wisely will consciously strive to invite visitors to CaerusNet meetings. By successfully bringing a visitor, they will have "visible" evidence of accomplishment, increased confidence in their powers of persuasion, and most importantly the pleasure of introducing a new prospect for referrals.

Every CaerusNet Team Member also has an opportunity to benefit when a visitor attends a meeting. First, by exposing the visitor to their products and/or services, and second, by "planting the seed" of future membership in the mind of the visitor.
SELL CAERUSNET, OR SELL THE MEETING, ITSELF?

It's best for members to “sell” the meeting first. The simple business concepts and tangible benefits evidenced in CaerusNet meetings, will, hopefully, result in the meeting “selling” to the visitor. The benefits you should focus on when talking about CaerusNet meetings are:

- The opportunity to meet other successful business owners within the same community and general area.
- The opportunity to learn how face to face referral networking works in a meeting lead by a professional Facilitator.
- The potential to actually get a referral.

WHAT WORKS WHEN ATTEMPTING TO INVITE VISITORS?

You should talk about your group and the diversity of products and services the members represent. If you’ve received a referral that worked out well for you recently, share the story of that referral. It's important for prospective visitors to learn you believe in CaerusNet because it offers a proven, facilitated system for increasing your referral business. Always be sincere in your conversation and be sure you’re seeing the potential visitor as the unique person they are.

WHAT NOT TO DO

To reduce the chances of turning off a potential visitor, avoid doing the following:

- Don’t try to give too much information too fast.
- Don’t talk about the membership application or the cost of membership, except to say it’s affordable for most and is worth every dollar.
- Do not describe the meeting as a “networking event.” The term “networking” can confuse people and potentially turn them off or intimidate them.

ADDITIONAL TIPS:

- Don’t push if a prospective visitor is unresponsive.
- If appropriate, ask your Facilitator to help reach out to the visitor so an additional voice can encourage them to attend.
CaerusNet members who deliver a memorable Member Spotlight presentation will come away from the experience with increased confidence and a boost in energy, and they should generate more referrals.

It’s important to remember that the focus of the Member Spotlight is to educate your CaerusNet team about you, your business and how to spot and act on referral opportunities for you. This is a great opportunity to plant seeds with your Members which will help grow into future referral opportunities.

Practice ahead of time to be sure your Spotlight doesn’t go over the allotted 10-minute time.

WHO ARE YOU & WHY DO YOU DO WHAT YOU DO?

Recommended time: 3 minutes.

A great way to start your Member Spotlight is by sharing more detailed information about you. The purpose of this is to help forge deeper relationships with other members of your referral team.

The following are appropriate items to share: the city you live in currently; how long you have lived there; a quick family bio (married, unmarried, children, etc.); your educational: background (college, skilled trade, apprenticeships, etc.); any other certifications or designations that speak to your credibility as an expert in your field. It is also recommended that you state reasons why you do what you do for a living (your purpose, cause or passion).
THE TOP 3 PROBLEMS YOU SOLVE FOR YOUR CLIENTS

_Recommended time: 5 minutes._

Think of the top three problems you and your company solve for your customers and the specific solutions you use to fix them. Whether your business is product or service based, describe how your solutions are better (quality, price, warranty, etc.) than the competition. If your business is product based and your product can be easily demonstrated, feel free to bring product samples into your presentation.

THE WRAP AND Q&A’s

_Recommended time: 2 minutes._

During your final two minutes, ask for referrals and remind your team about how best to direct referrals to you (phone, email, etc.). Finally, always offer to answer questions from the audience.

ADDITIONAL TIPS:

- Please do not use any A/V equipment in your presentation unless OK’d by Facilitator.
- It’s ok to give out handouts and/or novelty items (promotional items).

Visit www.caerusnet.com and click on Toolbox Videos for more tips and techniques on Mastering the Art of Referring!

### SPOTLIGHT CHECKLIST:

- Completed Trust Builder Meeting with (found on the next page of this document) Profile ready to hand to your CaerusNet MF before the meeting to help with introduction purposes.
- Selected a $20 (max. value) door prize and have considered using another member’s product or service as the prize.
- Practiced my presentation to be sure it’s no longer than 10 minutes, including time to answer questions.
**TRUST BUILDER MEETING PROFILE**

<table>
<thead>
<tr>
<th>Name: ____________________________</th>
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<tbody>
<tr>
<td>Business Name: ____________________</td>
</tr>
<tr>
<td>Address: __________________________</td>
</tr>
<tr>
<td>City: _____________________________</td>
</tr>
<tr>
<td>State: __________ Zip: ____________</td>
</tr>
</tbody>
</table>

**City in which I reside and for how long:**

____________________________________

**Family information (married, unmarried, children, # of brothers & sisters, etc.):**

____________________________________

____________________________________

**Something few people know about me:**

____________________________________

____________________________________

**Describe your business and what it does:**

____________________________________

**Discuss market segments you are currently serving or are targeting for business:**

____________________________________

**Identify who would be an ideal strategic partner and/or strategic referral partner:**

____________________________________

**What types of products and/or services do my clients ask for that I do not provide:**

____________________________________

**Notes:**

________________________________________________________________________

________________________________________________________________________

________________________________________________________________________

**TIP: Share your TBM Profile with other CaerusNet members during your Member Spotlight.**
Combining a unique facilitation format with a spirit of teamwork for mutual success, a growing Michigan-based business is helping local businesses and entrepreneurs find new clients. And with a Greek god as their mentor, there doesn’t seem much to stand in their way.

CaerusNet (pronounced “Sear-us-net”) is a business referral and networking organization that forms and leads teams of local community business owners through a process of building and expanding their businesses by word-of-mouth referrals. And while numerous referral groups have sprouted up in recent years in response to the difficult economy, CaerusNet’s approach to referral networking has caught fire for the value and effectiveness provided to its members.

Taking its name from the Greek god of Opportunity, CaerusNet focuses on creating greater opportunities for businesses not only through member networking but also by providing organizational leadership and education. Using a consistent and skilled CaerusNet facilitator to manage the preparation, scheduling, logistics and agenda for team meetings, member businesses are able to direct their attention solely to their business and growing by referral.
Every meeting agenda includes a “Toolbox Training” education segment to suggest tips on how members can be more successful in growing their business and in recognizing everyday referral opportunities. And unlike many such networks, there is a comfortable and even “fun” atmosphere with little peer pressure or strict rules that can often stifle participation. Another attractive feature about CaerusNet is that no Members are ever asked to become officers and learn how to run the group — the Facilitator fills this role, too.

With well over 22,000 referrals passed among members, it is not surprising that the CaerusNet model is paying off. Starting originally in the Brighton, Michigan area, CaerusNet has expanded to form more facilitated networking teams in Ann Arbor, Lansing, Okemos, Howell, Jackson, Saline and Fenton, with firm plans for further reach into additional Michigan markets. The CaerusNet system is made available for license to individuals who also wish to profit by getting paid for coaching and managing their own referral teams in other communities in Michigan and across the United States. For more information on the CaerusNet licensing opportunity, visit http://www.startyourownreferralteam.com. While certainly not an all-inclusive list, CaerusNet has recognized business coaches, professional Realtors and local attorneys to be ideal team facilitators, due to the nature of the win/win scenarios created by facilitating.

Finding new opportunities and clients in the most productive and cost-effective manner is a key strategy of virtually every business. CaerusNet’s success and creative approach to referral marketing has delivered on this goal for its Members and its Facilitator licensees. The Greek god Caerus would indeed be proud.

For more information on CaerusNet, visit their website at www.caerusnet.com.

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